



# NEMODE

New Economic Models in the Digital Economy

## NEMODE Network+ research placements open call

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**Call for research placements proposals**

**New Economic Models in the Digital Economy**

**Closing date: 1<sup>st</sup> April 2013**

**Awarding date: 1<sup>st</sup> May 2013**

**Duration date: between 1-3 months (UK based), between 3-6 months (overseas)**

### Summary

Applicants are invited to apply for funding for research placements from the RCUK Digital Economy Theme (DE) NEMODE Network+.

These placements are targeted at PhD students or junior research fellows eligible for funding under the RCUK scheme and must take place in commercial or government entities in the UK and overseas (e.g. industry, academia, research centres, public bodies, NGOs).

Proposals for placements must address topics which are relevant to the digital economy and will last no longer than 3 months in duration for placements in UK and 6 months for placements overseas. For exceptional proposals for international placements we are prepared to discuss longer term funding.

### Background – Digital Economy

The Research Councils UK Digital Economy (DE) Theme is supporting research to rapidly realise the transformational impact of digital technologies on aspects of community life, cultural experiences, future society, and the economy.

To achieve this DE brings together a unique community of researchers (from diverse disciplines including social science, engineering, computer science, the arts and medical Research) and users (people, business, government) to study, understand and find solutions to real problems.

The DE Theme has recently formed four 'challenge areas' and associated four networks: Communities and Culture; Sustainable Society; IT as a Utility; New Economic Models. This call focuses on the New Economic Models Network (NEMODE).

For more information please refer to the following websites:

NEMODE: <http://www.nemode.net/>

RCUK DE: <http://www.rcuk.ac.uk/research/xrcprogrammes/Digital/Pages/home.aspx>

### **Background- DE New economic models Network +**

NEMODE's research builds on existing research in business models, and has as the 'system in focus', the value constellation and the attendant economic models.

The business model considers such questions as how value is created and captured (Teece 2011). The economic model addresses issues around the structure, conduct and performance of firms in the market and considers new vulnerabilities and new markets and the consideration of who does what and who gets what (Jacobides 2006).

NEMODE's research multi-disciplinary; it includes for example, considerations of the latest technological developments through computer science, operations research and data analytics, marketing, social anthropology, behavioural psychology and operations management.

NEMODE will deliver among others: (1) A virtual centre of excellence for the field to inform the development of policy, (2) An increase in public awareness which would help stimulate new business opportunities, (3) The establishment of an internationally leading community of scholars and major whose research interest is in new economic models and their relationship to the digital economy.

### **Themes for this call:**

This open call is especially interested in funding proposals for research placements in technological firms, internet companies, government agencies, research centres related to the digital economy or Non Government Organizations (NGOs) involved in the DE.

The placements will be aimed at conducting research or participating in initiatives concerning:

- Technical innovations relevant to the DE (e.g. Internet of things, Cloud Computing paradigm, Big Data)
- Societal changes in the DE
- The concept of value in the DE
- Value proposition platforms
- Value creating systems (e.g. partnerships, constellations, capabilities, competences) in the DE
- Intellectual Property issues in the DE.
- New Business Models in the DE
- Entrepreneurship
- Digital start-ups
- Impact of DE in existing supply chains
- Impact of the DE in public sector (e.g. Open Data, transparency, government)
- Digital Marketing

- Privacy, security and trust in the DE.
- Virtual property
- Crowd funding
- Digital technologies as enablers of servitized business models.
- Case studies for teaching purposes (e.g. Impact of DE in UK firms, strategic management)

For each placement the following is expected:

1. Effective contribution to the activities of the firm/public body/NGO.
2. Report summarizing the contributions to the project or research initiative.
3. A personal development summary.

In addition to these outputs we also expect some multimedia content related to the research which is of suitable quality to be publishable on the NEMODE website. The candidate will also be expected to present their findings at a NEMODE workshop.

### Funding available

Placements taking place within the UK shall be funded for up to a maximum of 3 months and £5000 each (Funded at 80% FEC according to Research Council funding regulations) and will cover:

- Travel costs.
- Living expenses.

Placements taking place overseas shall be funded for up to a maximum of 6 months and £12000 each (Funded at 80% FEC according to Research Council funding regulations) and will cover:

- Travel costs.
- Living expenses.

For exceptional international placements we are prepared to discuss longer term funding.

Proposals should also hold the potential to further develop the experience or the research acquired in future research proposals or new start-ups.

### Applying and Submitting

Applications should address the following questions:

- 1) Aims, Objectives and Scope of Work:** Outline the scope of the project, ensure you clearly outline the main aims and objectives and how these will be achieved in the in the timescales. Also outline how it meets all the call objectives outlined above.
- 2) Expertise and Project Management:** Outline in a short paragraph the applicants relevant experience and qualifications.
- 3) Digital Economy:** Briefly outline how the proposal fits within RCUK Digital economy
- 4) RCUK priorities:** Briefly outline how this proposal meets RCUK funding priorities
- 5) Impact:** Briefly describe the Impact of the work
- 6) Authorisation:** Please append a letter of support for this application from your institution

**7) Firm Authorisation:** Please append a letter of support for this application from the institution that will be hosting the placeholder.

The proposal should fit within 3 pages.

Projects are limited to 3 **months** in duration (UK based)

Projects are normally limited to 6 **months** in duration (Overseas)

Potential candidates need to obtain agreement from the hosting institution before submitting the proposal.

Successful applicants will be notified by the 1<sup>st</sup> May 2013.

Please state clearly at the top of the first page the following details: PI Surname, PI First Name, Institution, Project Title, Relevance to call theme and all relevant contact details from the PI.

Applications should be submitted by e-mail to [K.V.Alves@exeter.ac.uk](mailto:K.V.Alves@exeter.ac.uk)

### **Assessment process for applications**

The assessment of these proposals will be a two stage process outlined as follows:

**Stage 1:** Early stage assessment will be made by the NEMODE team to assess its fit to the call criteria. All proposals that don't address the call will be unsuccessful at this stage.

**Stage 2:** A Peer Review panel from the NEMODE academic community will assess proposals according to the criteria below.

All candidates will be informed of the results.

### **Assessment Criteria**

**Aims, Objectives and Scope of Work:** The proposal demonstrates a clear development of appropriate questions with clear aims and objectives that can be realistically delivered in the proposed timescales and budget.

**Quality and Innovation:** A strong clear proposal that is technically sound.

**Impact and National Importance:** The scope of work outlined has potential relevant impact on a number of levels and demonstrates value to nationally important topics.

**Authorization:** The proposal has sufficient authorization to proceed.

### **Additional Grant Terms and Conditions:**

Awards will be made under RCUK standard terms and conditions. Please note that this award is a contribution towards the incurred costs of a project activity from an existing RCUK award.

Please ensure that no commercial in confidence information is provided as part of your proposal.

### **Key dates**

Deadline for applications, submitted by email to [K.V.Alves@exeter.ac.uk](mailto:K.V.Alves@exeter.ac.uk), 17:00 1<sup>st</sup> April 2013.

Placements awarded: 17:00 1<sup>st</sup> May 2013

### **Eligibility**

As this call is a targeted funding opportunity provided via RCUK funding, higher education institutions, and some research council institutes and independent research organisations are eligible to apply. A list of eligible organisations to apply to RCUK is provided at:

<http://www.rcuk.ac.uk/research/Pages/Eligibilityforrcs.aspx>

### **Contacts**

For further information on the NEMODE Network+

<http://www.nemode.net>

For further details or to discuss your proposal, please contact:

NEMODE Network+ [K.V.Alves@exeter.ac.uk](mailto:K.V.Alves@exeter.ac.uk)

### **References**

Jacobides MG, Billinger (2006). Designing the boundaries of the firm: From “Make, Buy, or Ally” to the dynamic benefits of vertical architecture. *Organization Science* 17: 249-261.

Teece, D. J. (2011). *Dynamic Capabilities And Strategic Management: Organizing For Innovation And Growth*, Oxford University Press, Oxford.

LRP (2010). *Business Models*. Long Range Planning Special Issue. April/May 2010.